

## CLAIMS

What is claimed is:

1 1. A method, comprising:  
2 sending one or more television signals to a client terminal via a first channel  
3 of a communication network, wherein prior to being sent to the client terminal, the  
4 television signal includes information related to a first advertisement present in the  
5 television signal;  
6 aggregating information related to a second advertisement;  
7 sending at least some of the aggregated information related to the second  
8 advertisement to the client terminal via a second channel of the communication  
9 network;  
10 correlating the information related to the first advertisement to the information  
11 related to the second advertisement; and  
12 swapping the first advertisement with the second advertisement if there is a  
13 match in the correlated information, including replacing link information associated  
14 to the first advertisement with link information associated to the second  
15 advertisement.

1 2. The method of claim 1 wherein the information associated with the first  
2 advertisement is sent to the client terminal along with the television signal, and  
3 wherein swapping the first advertisement with the second advertisement if there is a  
4 match in the correlated information comprises:  
5 storing at least some of the second advertisement in a storage location  
6 communicatively coupled to the client terminal;

7            retrieving the second advertisement from the storage location; and  
8            displaying the retrieved second advertisement instead of the first  
9 advertisement.

1        3.     The method of claim 2 wherein displaying the second advertisement instead  
2 of the first advertisement includes overlaying at least some of the second  
3 advertisement over the first advertisement.

1        4.     The method of claim 1 wherein the information associated with the first  
2 advertisement is sent to the client terminal along with the television signal, and  
3 wherein swapping the first advertisement with the second advertisement if there is a  
4 match in the correlated information comprises tuning the client terminal from the first  
5 channel to another channel where the second advertisement is carried.

1        5.     The method of claim 1 wherein aggregating the information related to the  
2 second advertisement includes receiving at least a portion of the information from a  
3 unit that processes the television signals.

1        6.     The method of claim 1 wherein aggregating the information related to the  
2 second advertisement includes receiving at least a portion of the information from a  
3 third-party entity.

1        7.     The method of claim 1 wherein replacing the link information associated to  
2 the first advertisement with the link information associated to the second  
3 advertisement includes redirecting to an address associated to the second  
4 advertisement.

1 8. The method of claim 1, further comprising opting in the client terminal to  
2 participate in the swapping of the first advertisement with the second advertisement.

1 9. The method of claim 1 wherein the swapping of the first advertisement with  
2 the second advertisement occurs at a broadcast center.

1 10. The method of claim 9 wherein the swapping of the first advertisement with  
2 the second advertisement at the broadcast center includes replacing the information  
3 associated with the first advertisement with the information associated with the  
4 second advertisement, including replacement of the link information associated to  
5 the first advertisement with link information associated to the second advertisement,  
6 in the television signal.

1 11. The method of claim 9 wherein the swapping of the first advertisement with  
2 the second advertisement at the broadcast center includes switching an output feed  
3 of the broadcast center to carry the second advertisement instead of the first  
4 advertisement.

1 12. The method of claim 11 wherein switching the output feed includes switching  
2 from the first channel to another channel that carries the second advertisement.

1 13. The method of claim 11 wherein switching the output feed includes overriding  
2 the first advertisement with the second advertisement on the television signal carried  
3 on the first channel.

1 14. The method of claim 12, further comprising sending a command to opt-in the  
2 client terminal, the command capable to instruct the client terminal to tune to the  
3 channel that carries the second advertisement.

1 15. An article of manufacture, comprising:  
2 a machine-readable medium having instructions stored thereon to:  
3 in regards to one or more television signals sent to a client terminal via  
4 a first channel of a communication network, wherein prior to being sent to the  
5 client terminal, the television signal includes information related to a first  
6 advertisement present in the television signal, aggregate information related  
7 to a second advertisement that is to replace the first advertisement;  
8 send at least some of the aggregated information related to the  
9 second advertisement to the client terminal via a second channel of the  
10 communication network;  
11 correlate the information related to the first advertisement to the  
12 information related to the second advertisement; and  
13 swap the first advertisement with the second advertisement if there is  
14 a match in the correlated information, including instructions to replace link  
15 information associated to the first advertisement with link information  
16 associated to the second advertisement.

1 16. The article of manufacture of claim 15 wherein the instructions to swap the  
2 first advertisement with the second advertisement include instructions to tune to a  
3 channel where the second advertisement is carried.

1 17. The article of manufacture of claim 15 wherein the instructions to swap the  
2 first advertisement with the second advertisement include instructions to retrieve the  
3 second advertisement from a storage location.

1 18. The article of manufacture of claim 15 wherein the instructions to replace the  
2 link information associated to the first advertisement with the link information  
3 associated to the second advertisement include instructions to redirect to an  
4 address related to the second advertisement.

1 19. An apparatus, comprising:  
2 an aggregator communicatively coupled to a broadcast center of an  
3 interactive television system, the aggregator capable to aggregate at least some  
4 information related to a substitute advertisement, the aggregator further capable to  
5 send at least some of the aggregated information to cause a swap of the substitute  
6 advertisement in place of an original advertisement that is provided to the broadcast  
7 center, wherein the swap with the substitute advertisement via use of the  
8 aggregated information includes replacement of links in the original advertisement  
9 with links related to the substitute advertisement.

1 20. The apparatus of claim 19 wherein the aggregator sends the information to a  
2 unit of the broadcast center to allow the swap to occur prior to transmission to a  
3 client terminal.

1 21. The apparatus of claim 19 wherein the aggregator sends the information to  
2 an opted-in client terminal to allow the swap to occur at the client terminal.

1 22. An interactive television system, comprising:  
2 a broadcast center to send a television signal to a client terminal via a first  
3 channel of a communication network coupled to the broadcast center, wherein prior  
4 to being sent to the client terminal, the television signal includes information related  
5 to a first advertisement present in the television signal; and  
6 an aggregator communicatively coupled to a broadcast center of an  
7 interactive television system, the aggregator capable to aggregate at least some  
8 information related to a second advertisement, the aggregator further capable to  
9 send at least some of the aggregated information to cause a swap of the second  
10 advertisement in place of first advertisement, wherein the swap with the second  
11 advertisement via use of the aggregated information includes replacement of links in  
12 the first advertisement with links related to the second advertisement.

1 23. The system of claim 22 wherein the information aggregated by the  
2 aggregator is provided by a third-party entity.

1 24. The system of claim 22, further comprising a unit disposed at the broadcast  
2 center to switch an output feed of the broadcast center from the first channel to a  
3 second channel that carries the substitute advertisement.

1 25. The system of claim 22, further comprising a unit disposed at the broadcast  
2 center to override the first advertisement with the second advertisement for the  
3 television signal carried on the first channel.

26. The system of claim 22 wherein the broadcast center is capable to send a command to a client terminal to opt-in the client terminal by having the client terminal tune to a second channel where the second advertisement is carried.

27. A method, comprising:

sending one or more television signals to a client terminal via a first channel of a communication network, wherein prior to being sent to the client terminal, the television signal includes information related to a first advertisement present in the television signal, wherein the information associated with the first advertisement is sent to the client terminal along with the television signal;

aggregating information related to a second advertisement;

sending at least some of the aggregated information related to the second advertisement to the client terminal via a second channel of the communication network;

correlating the information related to the first advertisement to the information related to the second advertisement; and

swapping the first advertisement with the second advertisement if there is a match in the correlated information, including replacing link information associated to the first advertisement with link information associated to the second advertisement, wherein swapping the first advertisement with the second advertisement if there is a match in the correlated information comprises:

storing at least some of the second advertisement in a storage location communicatively coupled to the client terminal;

retrieving the second advertisement from the storage location; and

displaying the retrieved second advertisement instead of the first advertisement.

1 28. The method of claim 27 wherein swapping the first advertisement with the  
2 second advertisement if there is a match in the correlated information further  
3 includes tuning the client terminal from the first channel to another channel where  
4 the second advertisement is carried.

1 29. An interactive television system, comprising:  
2 a broadcast center to send a television signal to a client terminal via a first  
3 channel of a communication network coupled to the broadcast center, wherein prior  
4 to being sent to the client terminal, the television signal includes information related  
5 to a first advertisement present in the television signal;

6 an aggregator communicatively coupled to a broadcast center of an  
7 interactive television system, the aggregator capable to aggregate at least some  
8 information related to a second advertisement, the aggregator further capable to  
9 send at least some of the aggregated information to cause a swap of the second  
10 advertisement in place of first advertisement, wherein the swap with the second  
11 advertisement via use of the aggregated information includes replacement of links in  
12 the first advertisement with links related to the second advertisement; and

13 a unit disposed at the broadcast center to receive the aggregated information  
14 from the aggregator and based on the received aggregated information, to switch an  
15 output feed of the broadcast center to provide the second advertisement to a client  
16 terminal, the unit capable to replace the links in the first advertisement with the links  
17 related to the second advertisement.

1 30. The system of claim 29 wherein the unit is capable to switch the output feed  
2 of the broadcast center via a switch to a channel that carries the substitute



3 advertisement, the unit further capable to send a command to the client terminal to  
4 tune to the channel that carries the substitute advertisement.

1 31. The system of claim 29 wherein the unit is capable to switch the output feed  
2 of the broadcast center via an override of the first advertisement in the television  
3 signal with the second advertisement and to send the second advertisement with the  
4 television signal on the first channel.

1 32. A method, comprising:

2 sending one or more television signals to a client terminal via a first channel  
3 of a communication network having a plurality of different channels, wherein prior to  
4 being sent to the client terminal, the television signal includes information related to  
5 a first advertisement present in the television signal, the information capable to  
6 identify the first advertisement and to demarcate beginning and ending locations of  
7 the first advertisement in the television signal;

8 aggregating information related to a second advertisement, the aggregated  
9 information including information indicative of one or more first advertisements that  
10 the second advertisement is to be swap for;

11 sending at least some of the aggregated information related to the second  
12 advertisement to the client terminal via a second channel of the communication  
13 network, including sending at least a portion of the second advertisement to the  
14 client terminal;

15 correlating the information related to the first advertisement to the information  
16 related to the second advertisement to determine if the first advertisement is to be  
17 swapped with the second advertisement; and

18           swapping the first advertisement with the second advertisement if the  
19   correlated information determines that a swap is appropriate, including replacing link  
20   information associated to the first advertisement with link information associated to  
21   the second advertisement, wherein the second advertisement is swapped for the  
22   first advertisement during a time period substantially corresponding to the beginning  
23   and end locations of the first advertisement.

1   33.   The method of claim 32 wherein replacing the link information associated to  
2   the first advertisement with the link information associated to the second  
3   advertisement is performed at a broadcast center.

1   34.   The method of claim 32 wherein replacing the link information associated to  
2   the first advertisement with the link information associated to the second  
3   advertisement includes redirecting to an address associated to the second  
4   advertisement.